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Filing date: **03/25/2015**

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE  
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

## Notice of Opposition

Notice is hereby given that the following party opposes registration of the indicated application.

### Opposer Information

Name	Mouser Electronics, Inc.
Granted to Date of previous extension	03/25/2015
Address	1000 N. Main Street Mansfield, TX 76063 UNITED STATES
Attorney information	JASON R FULMER GARDERE WYNNE SEWELL LLP 1601 ELM ST STE 3000 DALLAS, TX 75201 UNITED STATES ip@gardere.com, jfulmer@gardere.com Phone:2149994487

### Applicant Information

Application No	86328801	Publication date	11/25/2014
Opposition Filing Date	03/25/2015	Opposition Period Ends	03/25/2015
Applicant	LONGRUIXIANG TRADING(HONGKONG)LIMITED 1508/1508,5/F,Grand Plaza Office TowerII KL, HONG KONG		

### Goods/Services Affected by Opposition

Class 009. First Use: 2011/03/08 First Use In Commerce: 2012/03/27 All goods and services in the class are opposed, namely: Acoustic couplers; Audio cassette players; Audio recorders; Audio-video receivers; Cabinets for loudspeakers; Coaxial cables; Computer peripheral apparatus; Computer peripheral devices; Digital audio and video recorders and players; Digital media receivers; Electric accumulators; Electrical plugs and sockets; Headphones; Horns for loudspeakers; Loudspeakers; Megaphones; Portable media players; Portable telephones; Telescopes; Tripods for cameras
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### Grounds for Opposition

Priority and likelihood of confusion	Trademark Act section 2(d)
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### Marks Cited by Opposer as Basis for Opposition

U.S. Registration No.	2207030	Application Date	09/18/1997
Registration Date	12/01/1998	Foreign Priority Date	NONE

Word Mark	MOUSER
Design Mark	
Description of Mark	NONE
Goods/Services	Class 009. First use: First Use: 1973/04/27 First Use In Commerce: 1973/04/27 electronic components, namely, antennas, batteries, battery clips, battery holders, battery snaps, electric buzzers, electrical cables, capacitors, electrical circuit boards, electrical clips, coils, radio frequency and audio frequency chokes, electrical connectors and sockets, earphones, fuses, fuse blocks, fuse clips, fuse holders, electrical heat sinks, electrical instrument cases, electrical knobs, electrical meters, microphones, potentiometers, electrical relays, resistors, semiconductors, electronic sirens, audio speakers, electrical switches, terminal boards, transformers, and electrical wires

U.S. Registration No.	3351683	Application Date	03/28/2007
Registration Date	12/11/2007	Foreign Priority Date	NONE
Word Mark	MOUSER		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 035. First use: First Use: 1973/04/23 First Use In Commerce: 1973/04/27 Catalog ordering service featuring semiconductor electronic components; Electronic catalog services featuring semiconductor electronic components; Mail order catalog services featuring semiconductor electronic components; Electronic commerce services, namely providing information about products via telecommunication networks for advertising and sales purposes		

U.S. Registration No.	4354058	Application Date	11/09/2012
Registration Date	06/18/2013	Foreign Priority Date	NONE
Word Mark	MOUSER		

Design Mark	<h1>MOUSER</h1>
Description of Mark	NONE
Goods/Services	Class 035. First use: First Use: 1973/04/23 First Use In Commerce: 1973/04/23 Distributorship services in the field of electronic components; Catalog ordering service featuring electronic components; Electronic catalog services featuring electronic components; Electronic commerce services, namely, providing information about products via telecommunication networks for advertising and sales purposes; Mail order catalog services featuring electronic components

U.S. Registration No.	4486146	Application Date	11/09/2012
Registration Date	02/18/2014	Foreign Priority Date	NONE
Word Mark	MOUSER.COM		
Design Mark	<h1>MOUSER.COM</h1>		
Description of Mark	NONE		
Goods/Services	<p>Class 009. First use: First Use: 2013/02/11 First Use In Commerce: 2013/02/11 Electronic components, namely, antennas, batteries, battery clips, battery holders, battery snaps, electric buzzers, electrical cables, capacitors, electrical circuit boards, electrical clips adapted for use in holding electrical cables and wires and for securing electrical components in place, coils, radio frequency and audio frequency chokes, electrical connectors and sockets, earphones, fuses, fuse blocks, fuse clips, fuse holders, electrical heat sinks, electrical instrument enclosure cases, electrical variable dial knobs, electrical meters, microphones, potentiometers, electrical relays, resistors, semiconductors, electronic sirens, audio speakers, electrical switches, terminal boards, transformers, and electrical wires</p> <p>Class 035. First use: First Use: 2011/08/00 First Use In Commerce: 2011/08/00 Distributorship services in the field of electronic components; Catalog ordering service featuring electronic components; Electronic catalog services featuring electronic components; Electronic commerce services, namely, providing information about products via telecommunication networks for advertising and sales purposes; Mail order catalog services featuring electronic components</p>		

U.S. Registration No.	2210703	Application Date	09/18/1997
Registration Date	12/15/1998	Foreign Priority Date	NONE
Word Mark	MOUSER ELECTRONICS		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 009. First use: First Use: 1973/04/27 First Use In Commerce: 1973/04/27 electronic components, namely, antennas, batteries, battery clips, battery holders, battery snaps, electric buzzers, electrical cables, capacitors, electrical circuit boards, electrical clips, coils, radio frequency and audio frequency chokes, electrical connectors and sockets, earphones, fuses, fuse blocks, fuse clips, fuse holders, electrical heat sinks, electrical instrument cases, electrical knobs, electrical meters, microphones, potentiometers, electrical relays, resistors, semiconductors, electronic sirens, audio speakers, electrical switches, terminal boards, transformers, and electrical wires		


U.S. Registration No.	3351721	Application Date	03/29/2007
Registration Date	12/11/2007	Foreign Priority Date	NONE
Word Mark	MOUSER ELECTRONICS		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 035. First use: First Use: 1973/04/23 First Use In Commerce: 1973/04/27 Catalog ordering service featuring semiconductor electronic components; Electronic catalog services featuring semiconductor electronic components; Mail order catalog services featuring semiconductor electronic components; Electronic commerce services, namely providing information about products via telecommunication networks for advertising and sales purposes		

U.S. Registration No.	4346876	Application Date	11/09/2012
Registration Date	06/04/2013	Foreign Priority Date	NONE
Word Mark	MOUSER ELECTRONICS		

Design Mark	<b>MOUSER ELECTRONICS</b>
Description of Mark	NONE
Goods/Services	Class 035. First use: First Use: 1973/04/23 First Use In Commerce: 1973/04/23 Distributorship services in the field of electronic components; Catalog ordering service featuring electronic components; Electronic catalog services featuring electronic components; Electronic commerce services, namely, providing information about products via telecommunication networks for advertising and sales purposes; Mail order catalog services featuring electronic components

U.S. Registration No.	4238138	Application Date	06/18/2010
Registration Date	11/06/2012	Foreign Priority Date	NONE
Word Mark	MOUSERMOBILE		
Design Mark	<b>MOUSERMOBILE</b>		
Description of Mark	NONE		
Goods/Services	Class 035. First use: First Use: 2011/01/00 First Use In Commerce: 2011/01/00 Catalog ordering service featuring semiconductor electronic components; Electronic catalog services featuring semiconductor electronic components; Electronic commerce services, namely, providing information about products via telecommunication networks for advertising and sales purposes; Mail order catalog services featuring semiconductor electronic components		

U.S. Registration No.	4222343	Application Date	06/18/2010
Registration Date	10/09/2012	Foreign Priority Date	NONE
Word Mark	MOUSERMOBILE		

Design Mark	
Description of Mark	The mark consists of the words "Mouser" and "Mobile" in a stylized font and display, accompanied by a graphic suggesting an antenna radiation.
Goods/Services	Class 035. First use: First Use: 2011/01/00 First Use In Commerce: 2011/01/00 Catalog ordering service featuring semiconductor electronic components; Electronic catalog services featuring semiconductor electronic components; Electronic commerce services, namely, providing information about products via telecommunication networks for advertising and sales purposes; Mail order catalog services featuring semiconductor electronic components

Attachments	77142981#TMSN.png( bytes ) 85775424#TMSN.png( bytes ) 85775426#TMSN.png( bytes ) 77143715#TMSN.png( bytes ) 85775422#TMSN.png( bytes ) 85066608#TMSN.png( bytes ) 85066781#TMSN.png( bytes ) Mouser - Notice of Opposition (Mousai).pdf(246276 bytes )
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### Certificate of Service

The undersigned hereby certifies that a copy of this paper has been served upon all parties, at their address record by Overnight Courier on this date.

Signature	/Jason R. Fulmer/
Name	JASON R FULMER
Date	03/25/2015

UNITED STATES PATENT AND TRADEMARK OFFICE  
TRADEMARK TRIAL AND APPEAL BOARD

MOUSER ELECTRONICS, INC.

Opposer,

v.

LONGRUIXIANG TRADING (HONG KONG)  
LIMITED

Applicant.

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Opposition No. \_\_\_\_\_

U.S. Application Serial No.  
86/328801 for the mark "MOUSAI"

NOTICE OF OPPOSITION

Trademark Trial and Appeal Board  
U.S. Patent and Trademark Office  
P.O. Box 1451  
Alexandria, VA 22313-1451

Sir:

Mouser Electronics, Inc., a corporation organized under the laws of the state of Delaware and having a business address of 1000 N. Main Street, Mansfield, Texas 76068 ("**Mouser**"), believes it will be damaged by the registration of the mark shown in U.S. Application Serial No. 86/328801, filed July 3, 2014, and owned by **Longruixiang Trading (Hong Kong) Limited**, a Hong Kong corporation having an address of 1508/1508, 5/F, Grand Plaza Office Tower II, 625 Nathan Road, KL, HONG KONG ("**Applicant**") in connection with goods in Class 009, specifically, *Acoustic couplers; Audio cassette players; Audio recorders; Audio-video receivers; Cabinets for loudspeakers; Coaxial cables; Computer peripheral apparatus; Computer peripheral devices; Digital audio and video recorders and players; Digital media receivers; Electric accumulators; Electrical plugs and sockets; Headphones; Horns for loudspeakers; Loudspeakers; Megaphones; Portable media players; Portable telephones; Telescopes; Tripods for cameras*

Mouser submits this Notice of Opposition opposing the registration of U.S. Application Serial No. 86/328,801, the grounds for which are as follows:

1. Commencing prior to Applicant's filing date, and continuing without interruption to the present time, Mouser (itself, or through its related companies and/or licensees) continuously has used, and continues to use, the trademark "MOUSER", as well as many other "MOUSER"-derivative marks including "MOUSER ELECTRONICS", "MOUSER

ELECTRONICS and design”, “MOUSER.COM”, “MOUSERMOBILE”, among others, alone, and in combination with other terms and design elements, in connection with various electronic components and related goods/services (collectively, the “**MOUSER Marks**”).


2. Mouser’s MOUSER Marks have been so extensively used and advertised by Mouser in the United States the marks have come to indicate to the relevant trade and consumers, goods and services having their source of origin in, or connected with, Mouser.

3. Mouser is the owner of, and will rely upon herein, its common law rights and usage of the MOUSER Marks throughout the United States.

4. In addition, Mouser is the owner of, and will rely upon herein, the following federally registered marks:

Trademark	App. No. (App. Date)	Reg. No. (Reg. Date)	Goods/Services
MOUSER	75359348 (Sept. 18, 1997)	2207030 (Dec. 1, 1998)	Electronic components, namely, antennas, batteries, battery clips, battery holders, battery snaps, electric buzzers, electrical cables, capacitors, electrical circuit boards, electrical clips, coils, radio frequency and audio frequency chokes, electrical connectors and sockets, earphones, fuses, fuse blocks, fuse clips, fuse holders, electrical heat sinks, electrical instrument cases, electrical knobs, electrical meters, microphones, potentiometers, electrical relays, resistors, semiconductors, electronic sirens, audio speakers, electrical switches, terminal boards, transformers, and electrical wires
MOUSER	77142981 (Mar. 28, 2007)	3351683 (Dec. 11, 2007)	Catalog ordering service featuring semiconductor electronic components; Electronic catalog services featuring semiconductor electronic components; Mail order catalog services featuring semiconductor electronic components; Electronic commerce services, namely providing information about products via telecommunication networks for advertising and sales purposes
MOUSER	85775424 (Nov. 9, 2012)	4354058 (Jun. 18, 2013)	Distributorship services in the field of electronic components; Catalog ordering service featuring electronic components; Electronic catalog services featuring electronic components; Electronic commerce services, namely, providing information about products via telecommunication networks for advertising and sales purposes; Mail order catalog services featuring electronic components



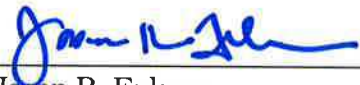
Trademark	App. No. (App. Date)	Reg. No. (Reg. Date)	Goods/Services
MOUSER.COM	85775426 (Nov. 9, 2012)	4486146 (Feb. 18, 2014)	Electronic components, namely, antennas, batteries, battery clips, battery holders, battery snaps, electric buzzers, electrical cables, capacitors, electrical circuit boards, electrical clips adapted for use in holding electrical cables and wires and for securing electrical components in place, coils, radio frequency and audio frequency chokes, electrical connectors and sockets, earphones, fuses, fuse blocks, fuse clips, fuse holders, electrical heat sinks, electrical instrument enclosure cases, electrical variable dial knobs, electrical meters, microphones, potentiometers, electrical relays, resistors, semiconductors, electronic sirens, audio speakers, electrical switches, terminal boards, transformers, and electrical wires.  Distributorship services in the field of electronic components; Catalog ordering service featuring electronic components; Electronic catalog services featuring electronic components; Electronic commerce services, namely, providing information about products via telecommunication networks for advertising and sales purposes; Mail order catalog services featuring electronic components
MOUSER ELECTRONICS	75359349 (Sept. 18, 1997)	2210703 (Dec. 15, 1998)	Electronic components, namely, antennas, batteries, battery clips, battery holders, battery snaps, electric buzzers, electrical cables, capacitors, electrical circuit boards, electrical clips, coils, radio frequency and audio frequency chokes, electrical connectors and sockets, earphones, fuses, fuse blocks, fuse clips, fuse holders, electrical heat sinks, electrical instrument cases, electrical knobs, electrical meters, microphones, potentiometers, electrical relays, resistors, semiconductors, electronic sirens, audio speakers, electrical switches, terminal boards, transformers, and electrical wires
MOUSER ELECTRONICS	77143715 (Mar. 29, 2007)	3351721 (Dec. 11, 2007)	Catalog ordering service featuring semiconductor electronic components; Electronic catalog services featuring semiconductor electronic components; Mail order catalog services featuring semiconductor electronic components; Electronic commerce services, namely providing information about products via telecommunication networks for advertising and sales purposes
MOUSER ELECTRONICS	85775422 (Nov. 9, 2012)	4346876 (Jun. 4, 2013)	Distributorship services in the field of electronic components; Catalog ordering service featuring electronic components; Electronic catalog services featuring electronic components; Electronic commerce services, namely, providing information about products via telecommunication networks for advertising and sales purposes; Mail order catalog services featuring electronic components
MOUSERMOBILE	85066608 (Jun. 18, 2010)	4238138 (Nov. 6, 2012)	Catalog ordering service featuring semiconductor electronic components; Electronic catalog services featuring semiconductor electronic components; Electronic commerce services, namely, providing information about products via telecommunication networks for advertising and sales purposes; Mail order catalog services featuring semiconductor electronic components
	85066781 (Jun. 18, 2010)	4222343 (Oct. 9, 2012)	Catalog ordering service featuring semiconductor electronic components; Electronic catalog services featuring semiconductor electronic components; Electronic commerce services, namely, providing information about products via telecommunication networks for advertising and sales purposes; Mail order catalog services featuring semiconductor electronic components

5. The mark sought to be registered by Applicant in Application Serial No. 86/328801 is confusingly similar to Mouser's MOUSER Marks, as to be likely, when associated with the goods of Applicant, to cause confusion, to cause mistake or to deceive, thereby to Mouser's damage.

**WHEREFORE**, Mouser prays that Applicant be required to answer this Notice of Opposition; that the mark made the subject of U.S. Application Serial No. 86/328801 be refused registration; and that Opposer be awarded such other and further relief as may be deemed to be just and proper.

Respectfully submitted,

Date: 3-25-15


  
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Dallas, Texas 75201  
Tel: 214-999-4487  
Fax: 214-999-3487  
ATTORNEYS FOR OPPOSER

**CERTIFICATE OF SERVICE**

The undersigned certifies that the foregoing ***Notice of Opposition*** was served in accordance with 37 C.F.R. 2.101 upon Applicant at the correspondence address of record as indicated below on March 25, 2015:

Jerry Wang  
P.O. Box 100045-28  
Beijing 100045  
CHINA

[*Via International Courier*]

  
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Jason R. Fulmer